

# AR13

# Set-02

**Code: 13 MBA2018**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**MBA III Semester Regular Examinations, December, 2014**

**ADVERTISING AND BRAND MANAGEMENT**

**Time: 3 Hours**

**Max Marks: 60**

**Answer any Five Questions  
All questions carry EQUAL marks  
Question No: 8 is compulsory**

- 1) What is advertising? Discuss the different types of consumer advertising strategies.
- 2) Discuss the “Objective and Task” method & Percentage of Sales method of preparing advertising budget. Explain its merits and demerits?
- 3) Write short note on the following:
  - A) USP
  - B) Media Selection
  - C) Media Scheduling
- 4) Discuss in detail the importance of evaluation of advertisements. Also write important methods of testing advertisement effectiveness.
- 5) What are the challenges faced by the brands to maintain brand equity. Discuss the measures for revitalizing the brands.
- 6) A) “A brand is not just a name or logo, it is a promise to the customer”. Discuss in detail.  
B) People prefer to purchase brand in place of product. Justify your answer with suitable examples.
- 7) What is brand valuation? Explain various brand valuation methods with examples.
- 8) **Case Study(Compulsory): THE TAJ GROUP OF HOTELS**

In the beginning of the 90's, Taj undertook a formal marketing research exercise to understand the current life-styles. Formerly, it relied upon research inputs from the air-line and travel industry. The research attempted to discover what would appeal to the future customer. The top ranking was received by ‘exclusivity.’ The findings also revealed that the company's existing customer-base of traditionalists who liked the classy understated Taj was shrinking. Taj is a powerful brand name, with a high degree of unaided recall. The recent corporate campaign strengthens this strong identity of the Taj. The Taj is symbolized by an enigmatic woman who is known for hospitality and efficiency. This is the new identity developed after consumer attitude study towards the Taj. In-depth interviews were conducted. The research was qualitative. The parameters examined were doing the right things, the quality of check-in, the smile, the greeting or the welcome drink. The Taj has been given a distinct personality of being ‘caring, efficient and enigmatic.’ It is an emotional slot. The line goes on “She is the Taj.” The base-line is “Nobody cares as much.”

Question: A new hotel at a tourist spot, say a hill-station, is trying to create its identity. How can it be done? What is the role of relationship marketing in marketing a hotel chain?

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